

ABSTRACT OF THE DISCLOSURE

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An assignment server receiving access from a browser installed in a mobile telephone has a browser specifying element specifying the type of browser, and an
5 assignment element changing the connection destination of the browser to a conversion server. The conversion server has a conversion table associating an identification number with a web content page address accessible from the browser. On receipt of a retrieval request designating the identification number, the conversion server sends a response designating the corresponding page address, so that the desired web content is
10 displayed on the browser .